

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is deformable between a first position in which it is substantially flat and a second position where it is deformed so as to ~~attach over~~ assume a hook-like configuration adapted for hooking the mounting portion onto a handle of a cart.

2. (currently amended) A display ~~pad~~ aid according to claim 1, wherein ~~at the second position the handle mounting portion assumes at least a portion circular portion attachable over the handle~~ said handle mounting portion comprises a first portion and a second portion, and wherein in said hook like configuration the first portion comprises a hook portion and the second portion comprises a base portion spaced from said hook portion to define a zone therebetween for accommodating the handle.

3. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 1, wherein the handle mounting portion comprises a pair of hook portions for clasping onto the handle.

4. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 1, wherein the handle mounting portion comprises at least a pair of first hooks and at least one counter member extending intermediate said hooks, which at the second position extend at opposite sides of the handle and bare onto it.

5. (currently amended) A display ~~pad~~ aid according to claim 1, aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is deformable between a first position in which it is substantially flat and a second position where it is deformed so as to attach over a handle of a cart, wherein at the second position the handle mounting portion assumes at least a portion attachable over the handle, and wherein the handle mounting portion comprises a double-lobed base portion and a hook portion circumscribing the base portion.

6. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 5, wherein the hook portions are joined to one another via an integral hinge or a film hinge extending about a central fold line of the handle mounting portion, and said hook portions are hinges at their other ends to a portion adjoining the user interface portion, at inclined fold lines by integral hinges or a film hinges.

7. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 6, wherein the inclined fold lines extend at an angle if between about 30.degree. and 60.degree. with respect to the central fold line.

8. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 6, wherein when the handle mounting portion is attached to a handle, the hooks partially embrace the handle. ~~A display aid according to claim 6, wherein upon depressing the hook portions towards one another they assume a butterfly like configuration giving rise to a handle bracing zone formed at the absent portion of the base portion.~~

9. (currently amended) A display ~~pad~~ aid according to claim 1, wherein when the display aid is ~~attached to~~ hooked onto the handle it loosely dangles therefrom and is swingable about the handle.

10. (original) A display aid according to claim 1, wherein the user interface portion comprises at a front surface thereof a data pad.

11. (currently amended) A display ~~pad~~ aid according to claim ~~2~~ 10, wherein the data pad is a writing pad.

12. (currently amended) A display ~~pad~~ aid according to claim 1, wherein the user interface portion comprises an erasable writing surface.

13. (currently amended) A display ~~pad~~ aid according to claim 1, wherein the user interface portion comprises at least a partial preset list of items with a tic box associated with each item.

14. (currently amended) A display ~~pad~~ aid according to claim 1, wherein the user interface portion comprises a stack of paper.

15. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 1, wherein the user interface portion comprises a writing utensil holding portion.

16. (currently amended) A display ~~pad~~ aid according to claim 1, wherein at least a portion of the display aid bears a commercial motive for advertisement purposes.

17. (currently amended) A display ~~pad~~ aid according to claim 16, wherein at least a front surface of the display aid comprises commercial display portion.

18. (currently amended) A display ~~pad~~ aid according to claim 16, wherein the display aid comprises at least a portion shaped in the form of a commercial element.

19. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 1, wherein the upon depressing the hook portions towards one another they assume a butterfly like configuration giving rise to a handle bracing zone formed at the absent portion of the base portion.

20. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 1, wherein at least the handle mounting portion is made of a sheet of rigid though pliable material.

21. (withdrawn / currently amended) A display ~~pad~~ aid pad according to claim 20, wherein the at least handle mounting portion is made of a sheet of plastic material.

22. (withdrawn / currently amended) A display ~~pad~~ aid according to claim 20, wherein the at least handle mounting portion is made of a sheet of cardboard.

23. (currently amended) A display ~~pad~~ aid according to claim 1, wherein the user interface portion and the handle mounting portion are integral.

24. (original) A display aid according to claim 1, comprising an attachment arrangement for keeping the display aid while not attached to the cart.

25. (original) A display aid according to claim 24, wherein the attachment arrangement is an opening for hanging the aid from a hook.

26. (currently amended) A display ~~device~~ aid according to claim 24, wherein the attachment arrangement is a sheet of magnetic material.

27. (currently amended) A display ~~device~~ aid according to claim 24, wherein the attachment arrangement is a one of a hook and pile couple adapted for engagement with another of the hook and pile couple.

28. (original) A display aid according to claim 1, being a shopping list.

29. (withdrawn) A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion comprises at least a pair of hooks for removable bracing at least a portion of a handle of a cart such that when it is mounted over the handle said user interface portion loosely dangles.

30. (currently amended) A display aid comprising a user interface portion and a handle mounting portion, wherein said handle mounting portion is removably attachable to a handle of a cart by ~~at least~~ partially embracing a portion of the handle.

31. (new) A display aid according to claim 1, wherein in said first position the first portion substantially circumscribes said second portion.

32. (new) A display aid according to claim 31, wherein said first portion comprises a pair of G-shaped strips are joined to one another via one of an integral hinge and a film hinge extending about a central fold line of the handle mounting portion, and said G-shaped strips are hinged at their other ends to a portion adjoining the user interface portion, at inclined fold lines by one of integral hinges and film hinges.

33. (new) A display aid according to claim 32, wherein the inclined fold lines extend at an angle of between about 30° and about 60° with respect to the central fold line.

34. (new) A display aid according to claim 32, wherein in said second position the handle mounting portion may be attached to a handle such that the hook portion partially embraces the handle.

35. (new) A display aid according to claim 32, wherein a part of each said G-shaped strips whereby said strips are joined together and the hinge therebetween form said hook portion when said parts are folded about the hinge therebetween.

36. (new) A display aid according to claim 1, wherein the handle mounting portion is made from rigid though pliable sheet material.